



# 2020 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS

## **SOUTHWEST MICHIGAN**

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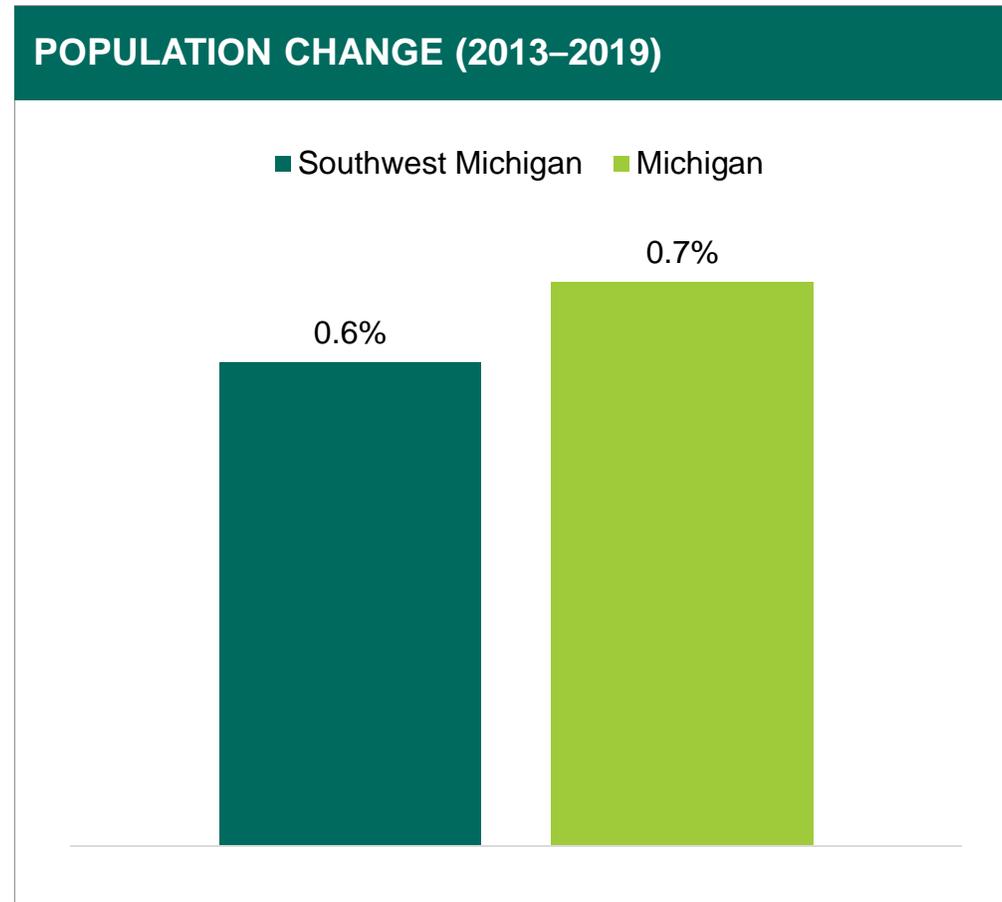


**POPULATION TRENDS**

**AND CHARACTERISTICS**

FIGURES 1–4

## The Southwest and state populations displayed similar patterns over the 2013–2019 period.

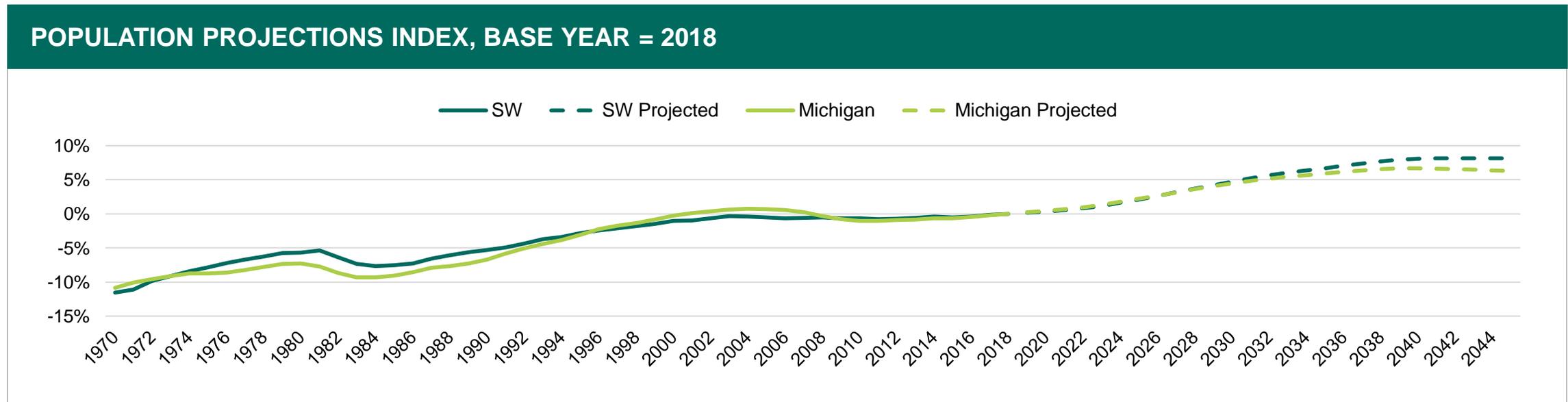


- Recent population estimates from the U.S. Census Bureau put the population of Southwest Michigan at 784,570 in 2019, representing a growth of 4,900 (+0.6 percent) since 2013. Statewide, the population expanded by 0.7 percent over the same period of 2013–2019. **(Figure 1)**
- Most of the population gains in Southwest Michigan were registered in Kalamazoo County (3.0 percent or +7,750). Berrien County lost 2,700 residents over the 2013–2019 period. **(Figure 1)**

Source: U.S. Census Bureau, Annual Population Estimates

# The regional population has recorded a steady growth since the 1970s and is projected to continue to do so in the next 45 years.

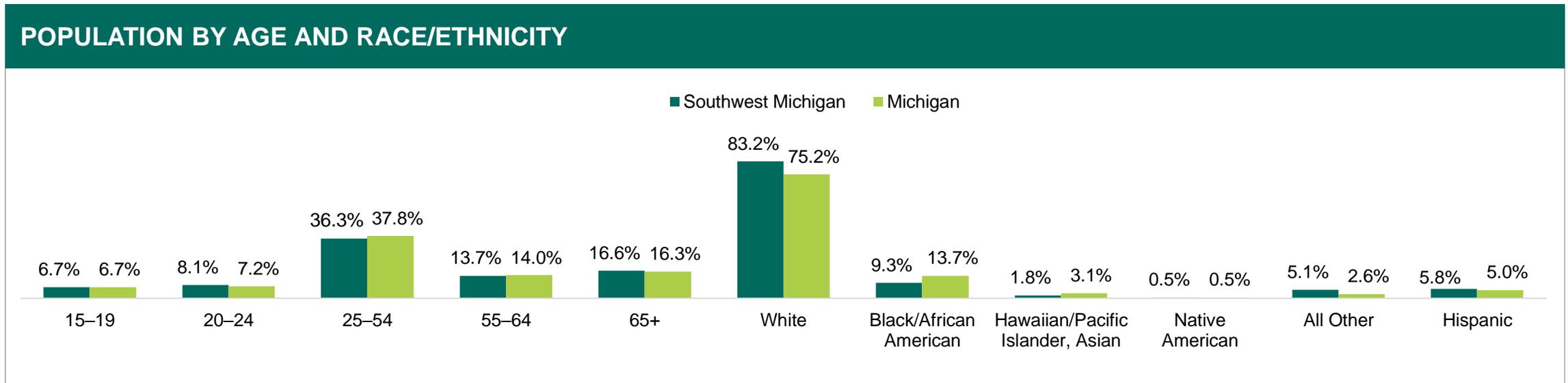
- The population growth in Southwest Michigan has been on par with the state since at least the 1970s and is projected to continue to do so until 2030; at which time, the population of Southwest Michigan is forecast to expand faster than the state's, mostly due to domestic migration into the area. **(Figure 34)**



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Population Projections

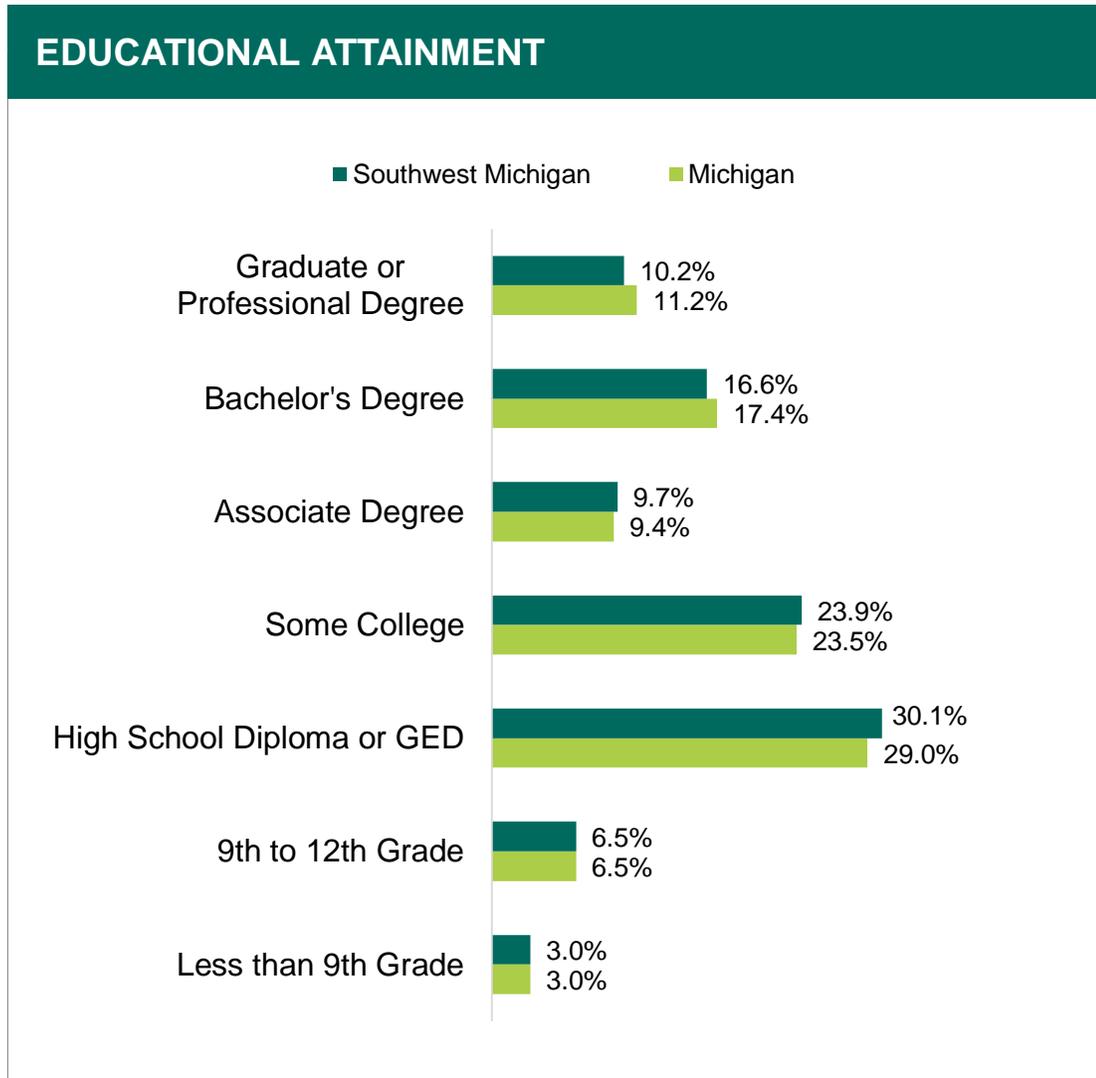
# The residents of Southwest Michigan display a similar age distribution as the state's population.

- In Southwest Michigan, women hold a small majority of residents at 51 percent (about 396,600), which matches the statewide population distribution. **(Figure 2)**
- The spread of Southwest Michigan residents by age is like that of the state. In both areas, 30 percent of the population is 55 years or older, and 36 to 38 percent of the residents are in the prime-working age of 25–54 years. The share of white population in Southwest is almost 10 percentage points higher than state average. **(Figure 2)**



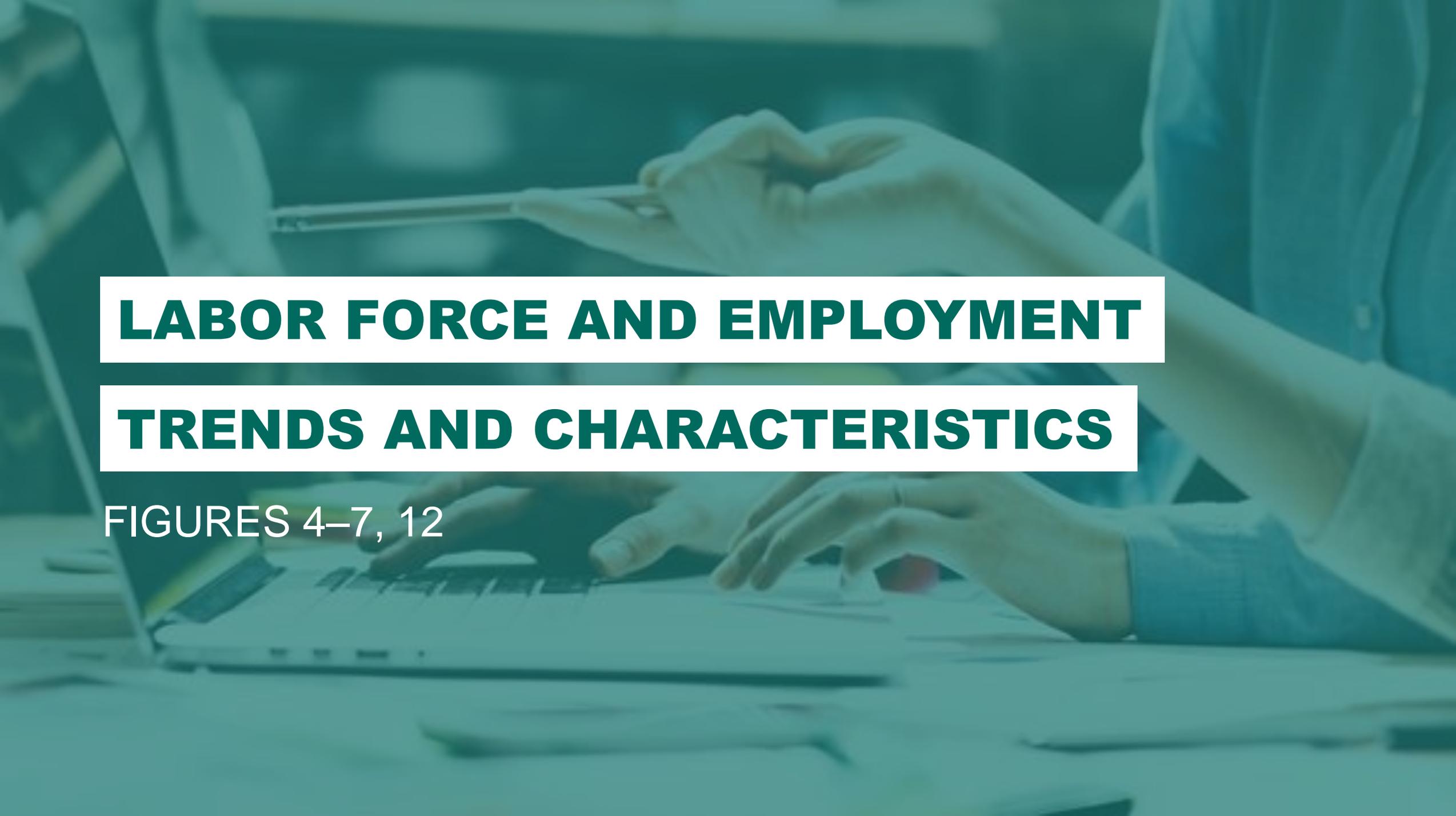
Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

# The educational attainment of the residents of Southwest Michigan mimics the statewide scholastic structure.



- In both Southwest Michigan and the state, about 40 percent of the population 25 years and older have a high school diploma (including a GED) or lower grade, over the 2014–2018 period.
- About 26 percent of the adult population in Southwest Michigan (28 percent statewide) have a bachelor's degree or higher; and, about a quarter of that population have some college but no degree in both areas. **(Figure 3)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

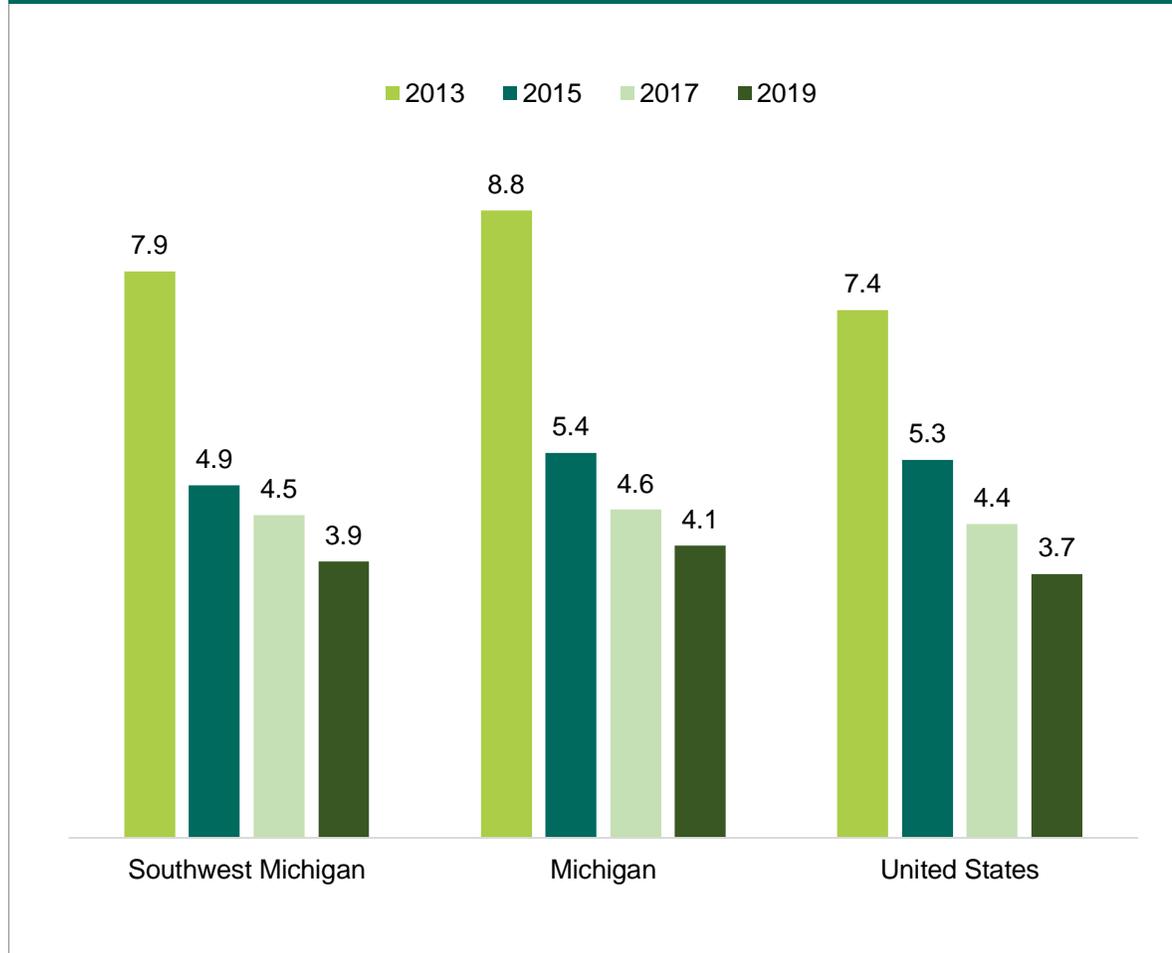


# **LABOR FORCE AND EMPLOYMENT**

## **TRENDS AND CHARACTERISTICS**

FIGURES 4–7, 12

## UNEMPLOYMENT RATES

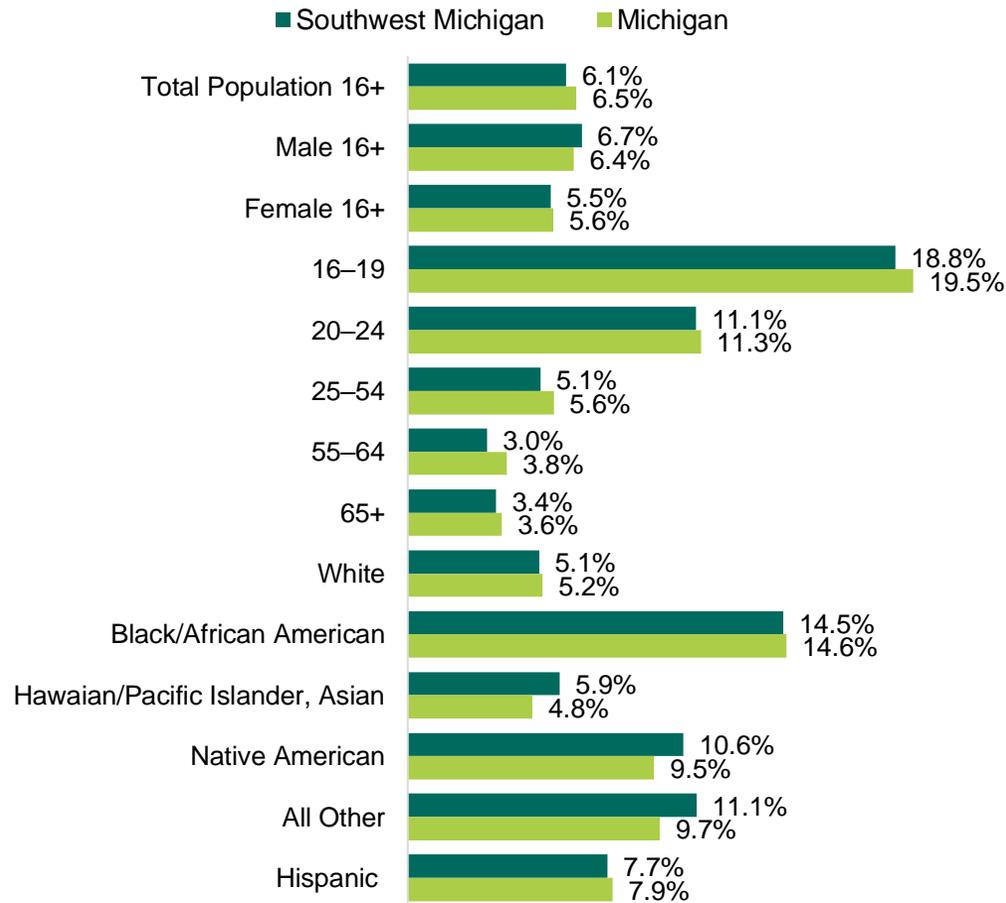


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

## Unemployment rates in Southwest Michigan are generally the same or below the statewide average.

- Unemployment rate movements for Southwest Michigan followed state and national trends, dropping by a little over 4 percentage points between 2013 and 2019. **(Figure 6)**
- Employment improved by 25,400 (+7.6 percent) over the 2013–2019 period, while the number of unemployed residents dropped by 14,450 **(Figures 5 and 12)**. The labor force of Southwest Michigan swelled by a little over 11,000 (+3.0 percent) over the period. **(Figure 4)**

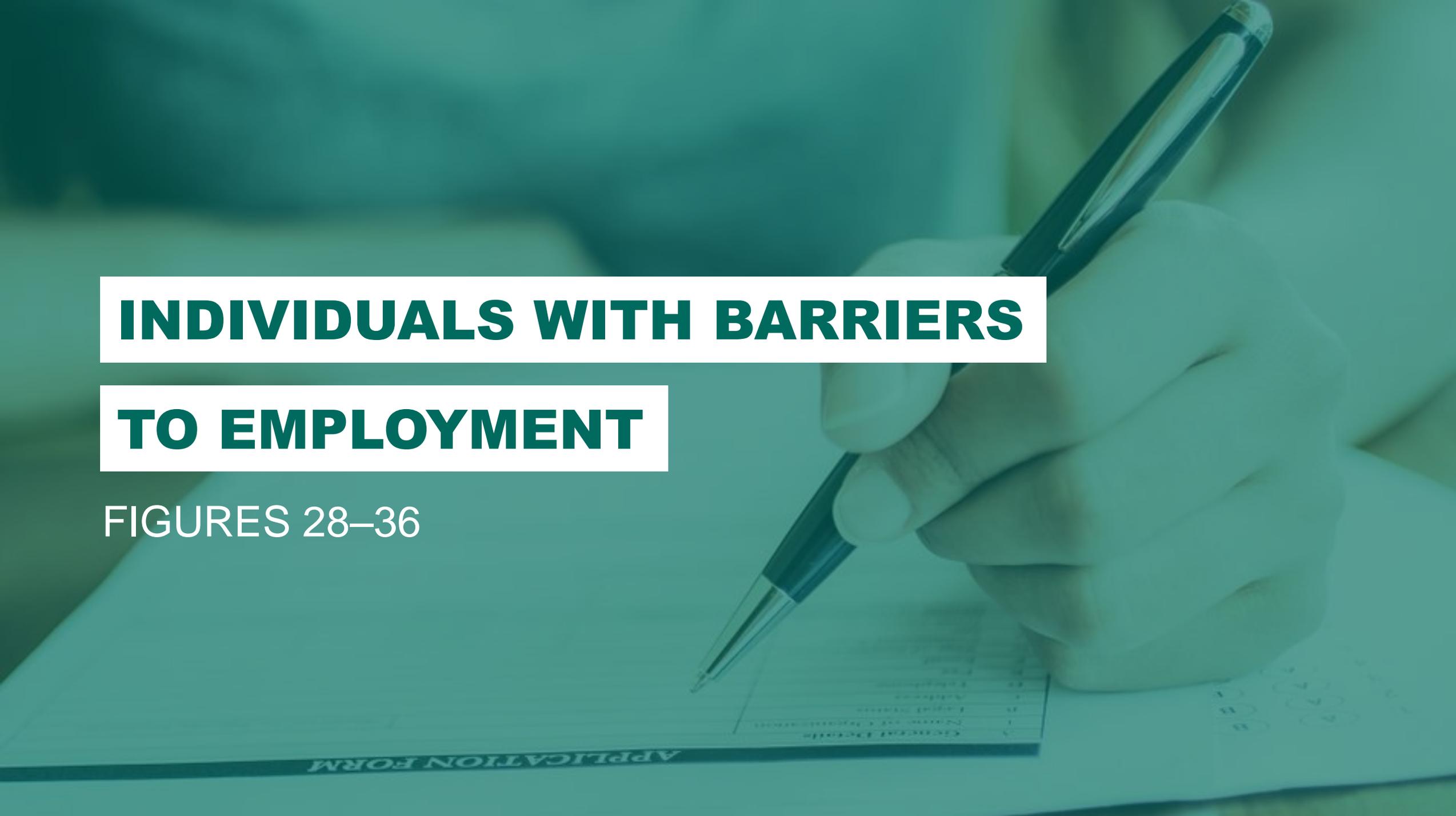
## UNEMPLOYMENT RATES GENDER, AGE, AND RACE/ETHNICITY



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

## Like for the state, area jobless rates are higher for males, youth, and certain racial groups.

- There were more males than females participating in the labor market in the area during the 2014–2018 period. Males also experienced higher unemployment rates than females by a little over a percentage point. **(Figure 7)**
- The unemployment rates of youth and young adults (16–24 years old) are always higher than for any other groups in both Southwest Michigan and the state (less experience, lower education, etc.). **(Figure 7)**
- Minority groups experienced higher unemployment rates than whites, over the period. **(Figure 7)**

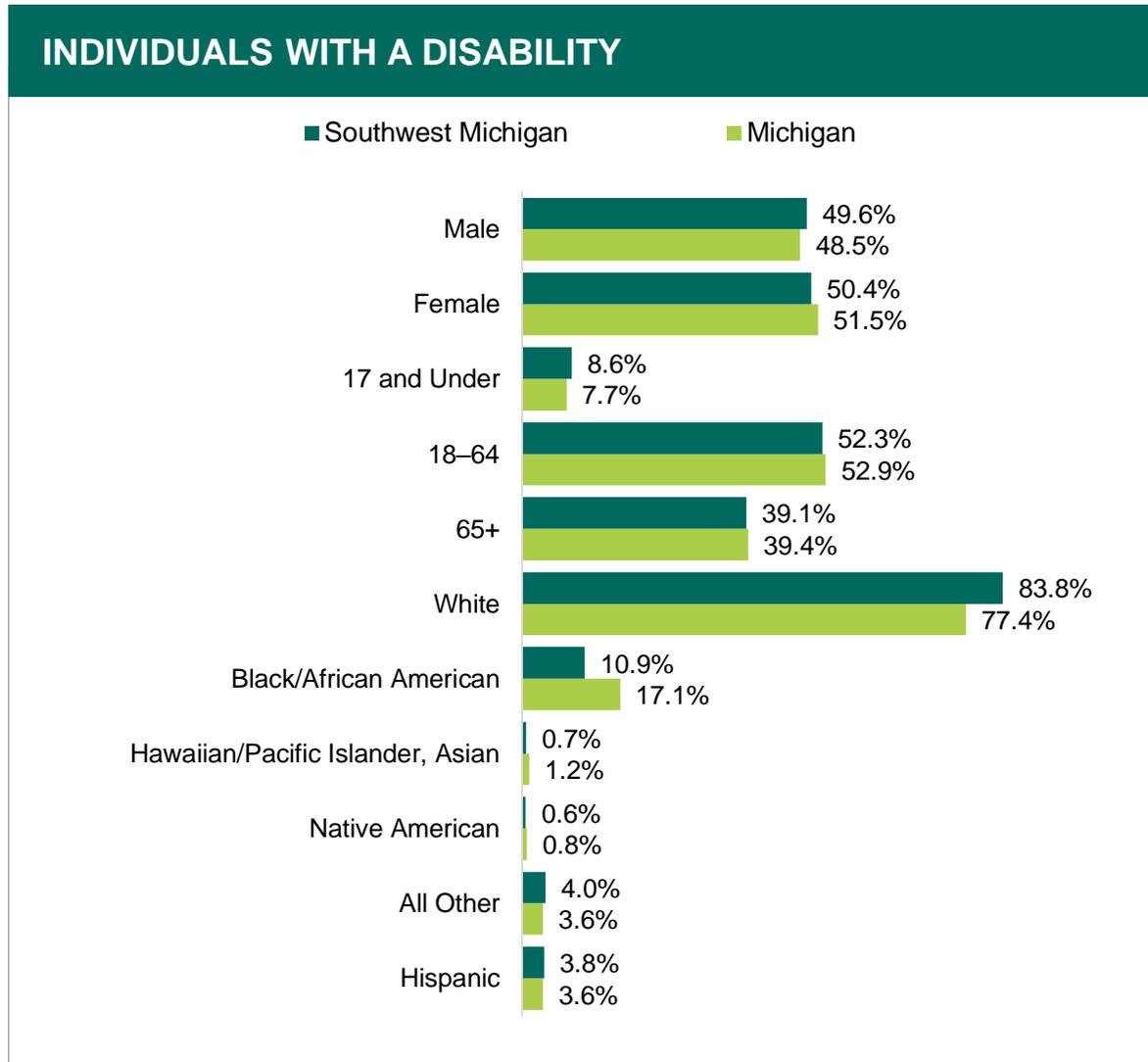
A hand holding a pen over an application form, with a teal overlay. The form is titled 'APPLICATION FORM' and has several fields labeled 'General Details', 'Name of Employer', 'Legal Name', 'Address', 'Telephone', and 'Fax'.

**INDIVIDUALS WITH BARRIERS**

**TO EMPLOYMENT**

FIGURES 28–36

# The share of persons with a disability in Southwest Michigan is roughly the same as the statewide rate.

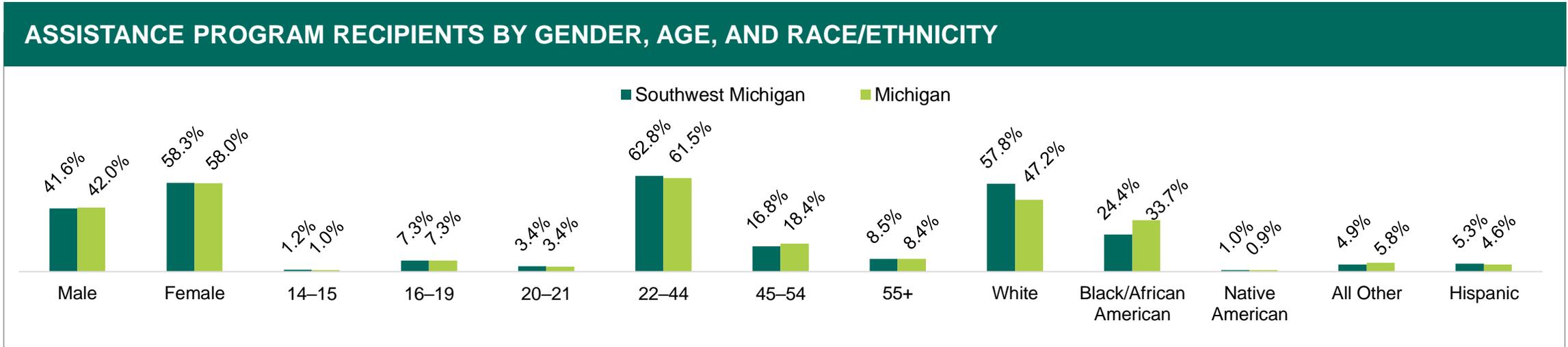


- According to the U.S. Census Bureau, over 14 percent of the total population in Southwest Michigan during the 2014–2018 period (or 113,175 people) reported having a disability.
- Close to half were males. Statewide, females displayed a slightly greater share of persons with a disability at 51.5 percent.
- Disability increases with age. About 39 percent of individuals with a disability in the area were 65 years of age and older, on par with the statewide average. **(Figure 28)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five–Year Estimates

# Regional assistance program recipients are still concentrated in the working age and white demographics.

- In less than two years, the number of assistance program recipients in Southwest Michigan has dropped by roughly 10,000 from 31,000 in June 2017 to 20,350 in December of 2019. **(Figure 30)**
- Most assistance program recipients in Southwest Michigan were in the prime working age of 22 to 44 (about 63 percent). **(Figure 30)**

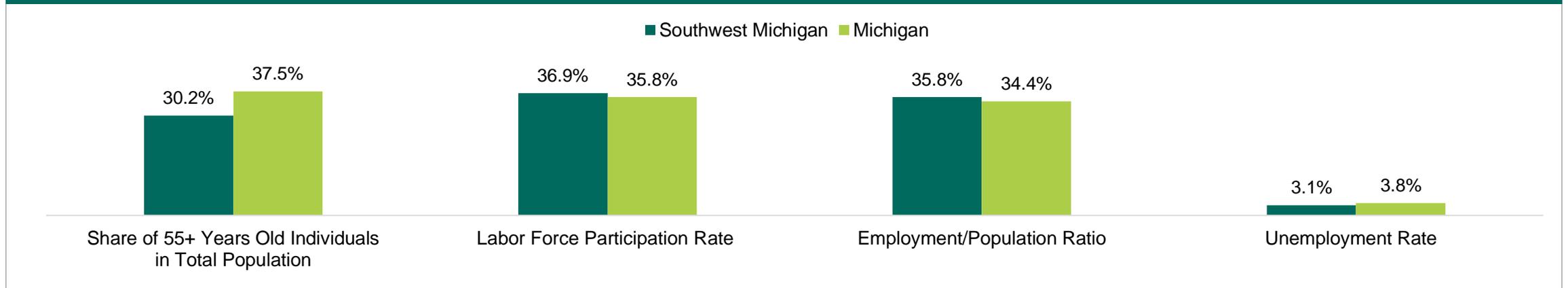


Source: Michigan Department of Health and Human Services

# Older workers continue to stay in the labor market longer in Southwest Michigan and the state.

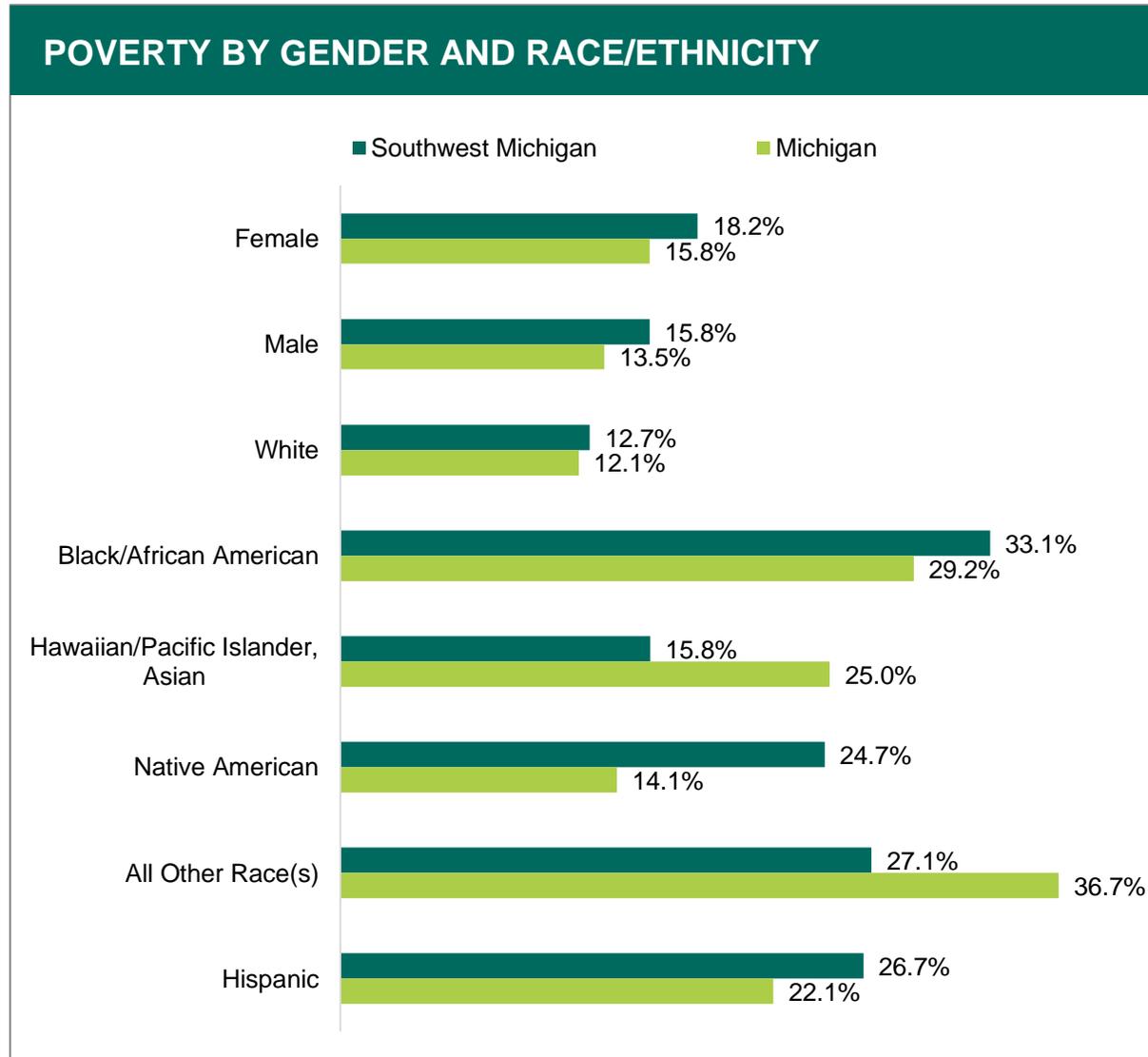
- Close to three in 10 persons 16 years and older in Southwest Michigan were in the category of older workers (55 years or more) during the 2014–2018 period; the ratio was 37 percent statewide. **(Figure 35)**
- Only about 36 percent of older population in Southwest Michigan had jobs, compared to about 34 percent statewide. The jobless rate of older workers in Southwest Michigan of 3.1 percent was seven-tenths of a percentage point below the statewide rate. **(Figure 35)**

FIGURE 9: LABOR FORCE STATUS OF OLDER WORKERS



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

## At 17 percent, the poverty rate in Southwest Michigan was higher than state average over the 2014–2018 period.



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

- Based on the 2014–2018 five-year estimates from the U.S. Census Bureau, 17 percent of residents of Southwest Michigan (133,100 persons) lived under the poverty line. The state’s poverty rate was 15 percent over this period, or about 1.5 million persons. **(Figure 36)**
- Blacks/African Americans had the highest poverty rate in Southwest Michigan at 33 percent; the poverty rate of this group statewide was a little over 29 percent. The share of females in poverty in Southwest Michigan was over 2 percentage points higher than the statewide rate. **(Figure 36)**

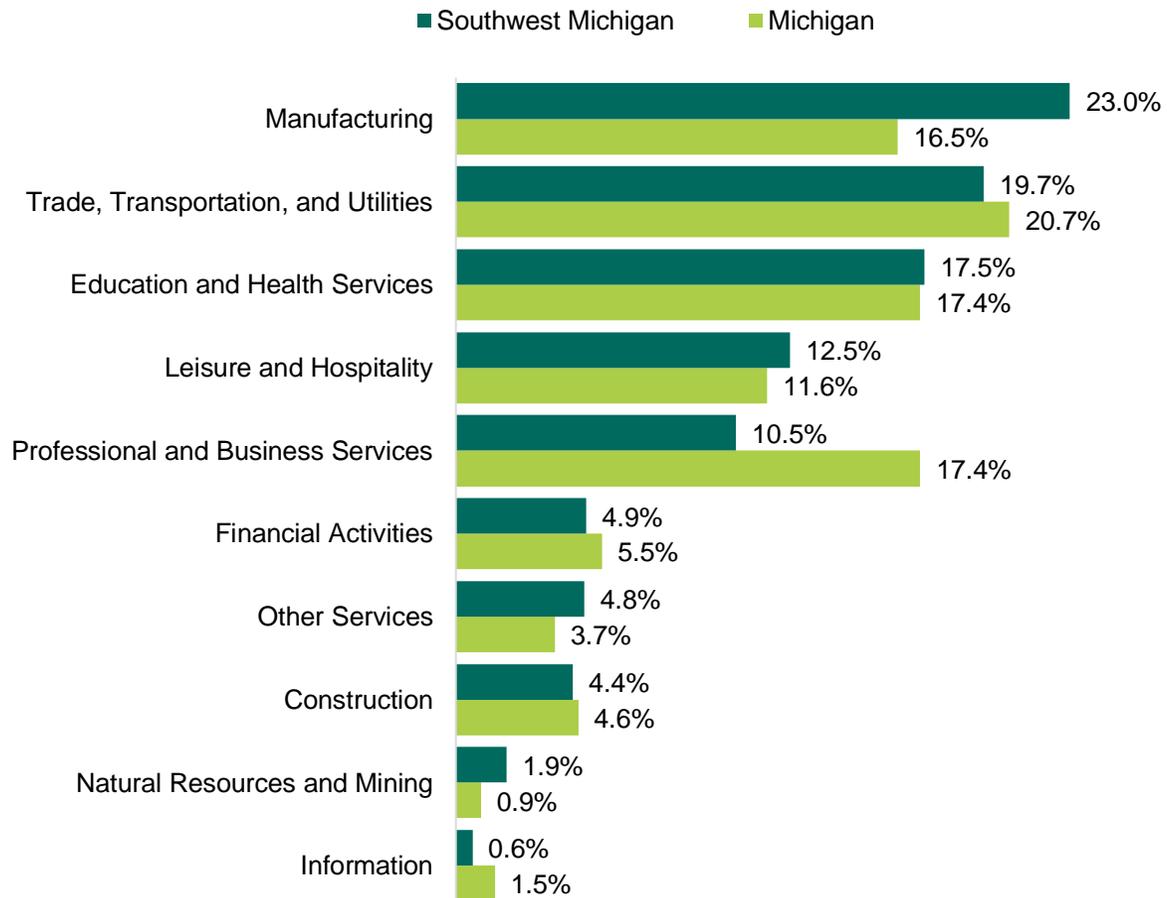


**IN-DEMAND INDUSTRY SECTORS**

**AND OCCUPATIONS**

FIGURES 8–11, 17–26

## DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2019

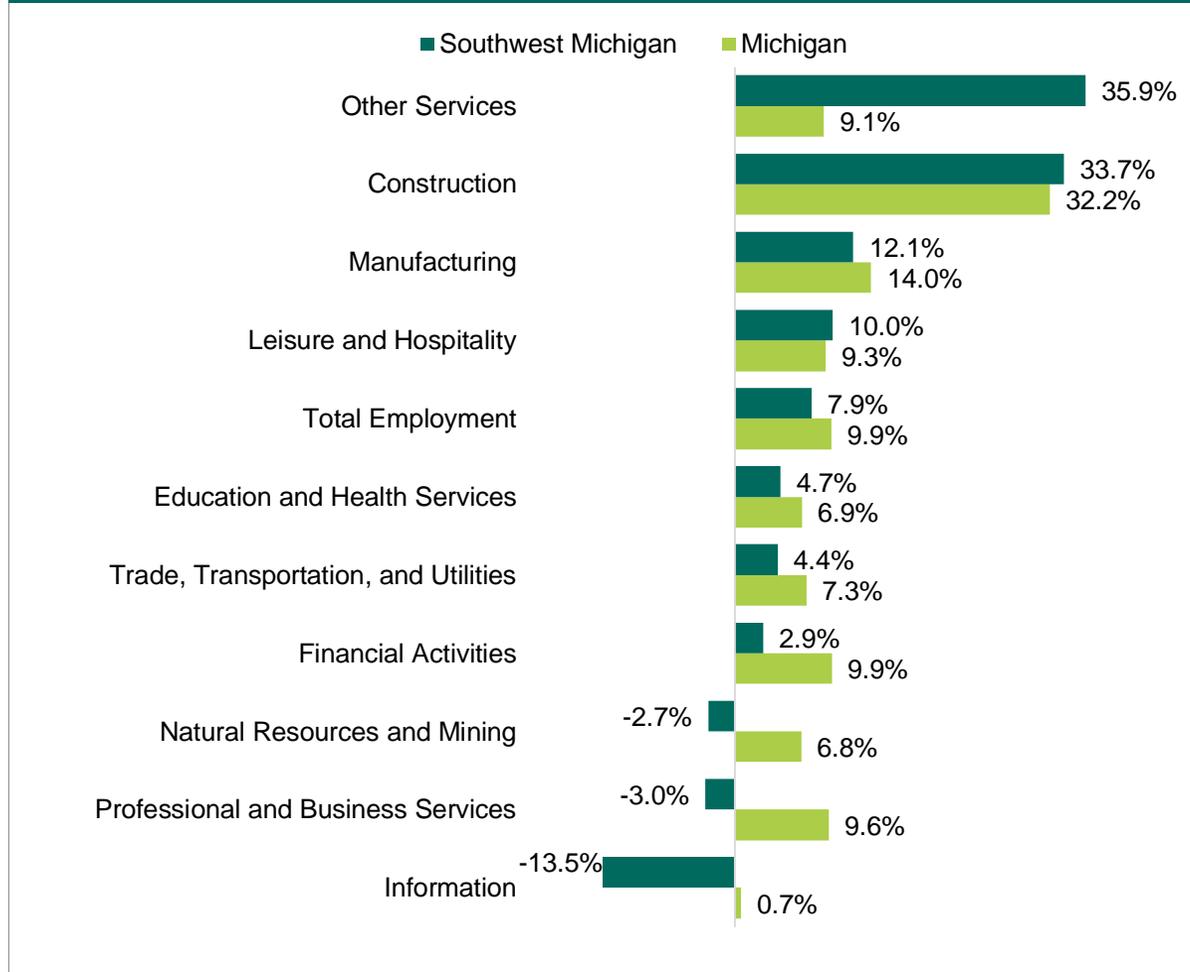


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

## *Manufacturing* jobs continue to display a higher share in Southwest Michigan than statewide.

- The current ranking of regional industries based on their share in total private payroll jobs has remained unchanged compared to 2017.
- *Manufacturing* remains the region's largest industry, with a share of total private payroll jobs that is over 6 percentage points above statewide average. Southwest Michigan continues to be home for many world-class manufacturers like Whirlpool, American Axle, Lear Corporation, Pfizer, Stryker, Kellogg, and others. **(Figure 8)**

## PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2013–2019



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

## Only three of the region's 10 private industries recorded job losses over the 2013–2019 period.

- Private sector jobs in Southwest Michigan advanced by 19,350 (+7.9 percent) since 2013. Statewide, private payroll employment grew by 343,390 or 9.9 percent during the same period. **(Figure 8)**
- Almost all area's industry sectors recorded job improvement over this period, except for *Natural resources and mining* (-2.7 percent), *Professional and business services* (-3.0 percent), and *Information* (-13.5 percent). Job growth in *Other private services* (personal care, repairs, etc.) in Southwest Michigan continued to outpace statewide growth. *Manufacturing* added close to 6,600 jobs, while employment in *Leisure and hospitality* was up 3,000. **(Figure 8)**

## ONLINE ADVERTISED JOB POSTINGS, SOUTHWEST MICHIGAN

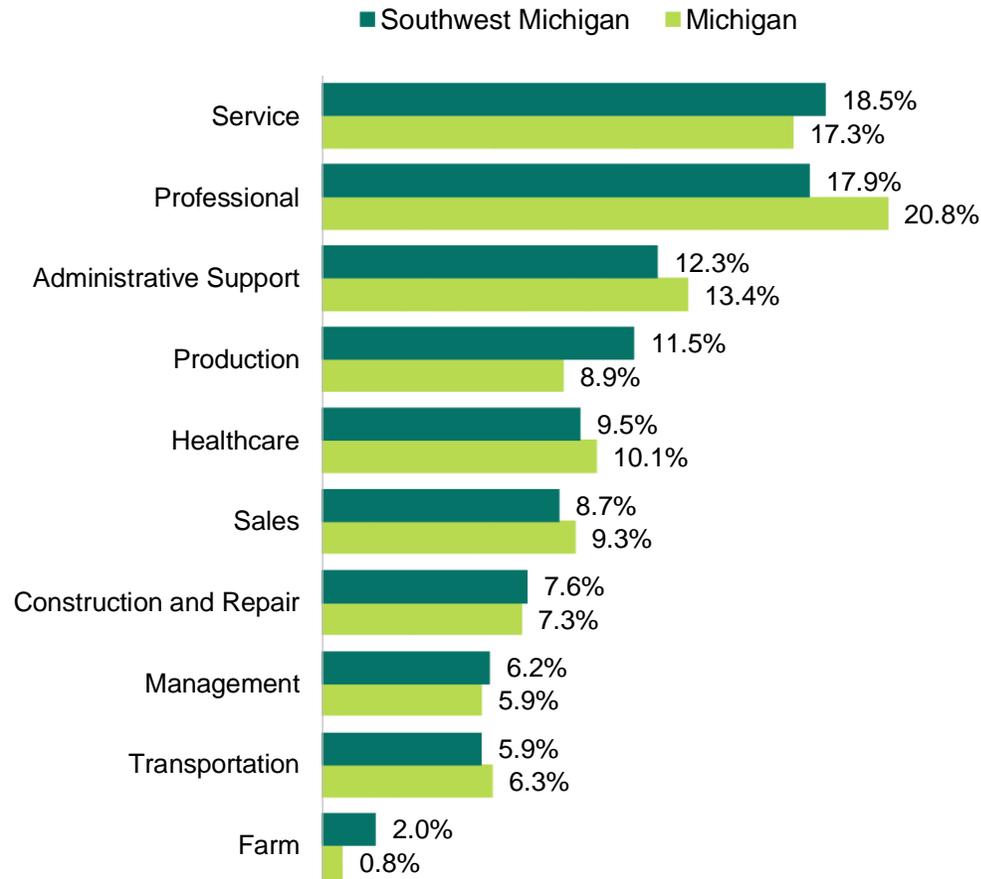
JOB TITLE	NUMBER
Registered Nurses	313
Heavy and Tractor-Trailer Truck Drivers	225
Retail Salespersons	193
Customer Service Representatives	154
Sales Rep., Wholesale and Manu., Exc. Tech. and Sci. Prod.	152
Managers, All Other	144
FirstLine Supervisors of Retail Sales Workers	141
Food Service Managers	131
Comb. Food Prep. and Serv. Worker, Inc. Fast Food	115
Computer Occupations, All Other	104

Source: The Conference Board, Help Wanted OnLine® Database

## Online job postings reached 7,200 in second quarter 2019.

- In the second quarter of 2019, there were 7,200 online advertised job postings in Southwest Michigan, according to the Conference Board's Help Wanted OnLine® Database. **(Figure 18)**
- Most of the top job advertisements posted online required a high school diploma, some vocational training, or an associate degree. In Southwest Michigan, seven of the top 10 online job postings during the second quarter of 2019 fell in this category. **(Figure 18)**
- *Registered nurses* continue to be the most advertised job throughout the state.

## PROJECTED 2026 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

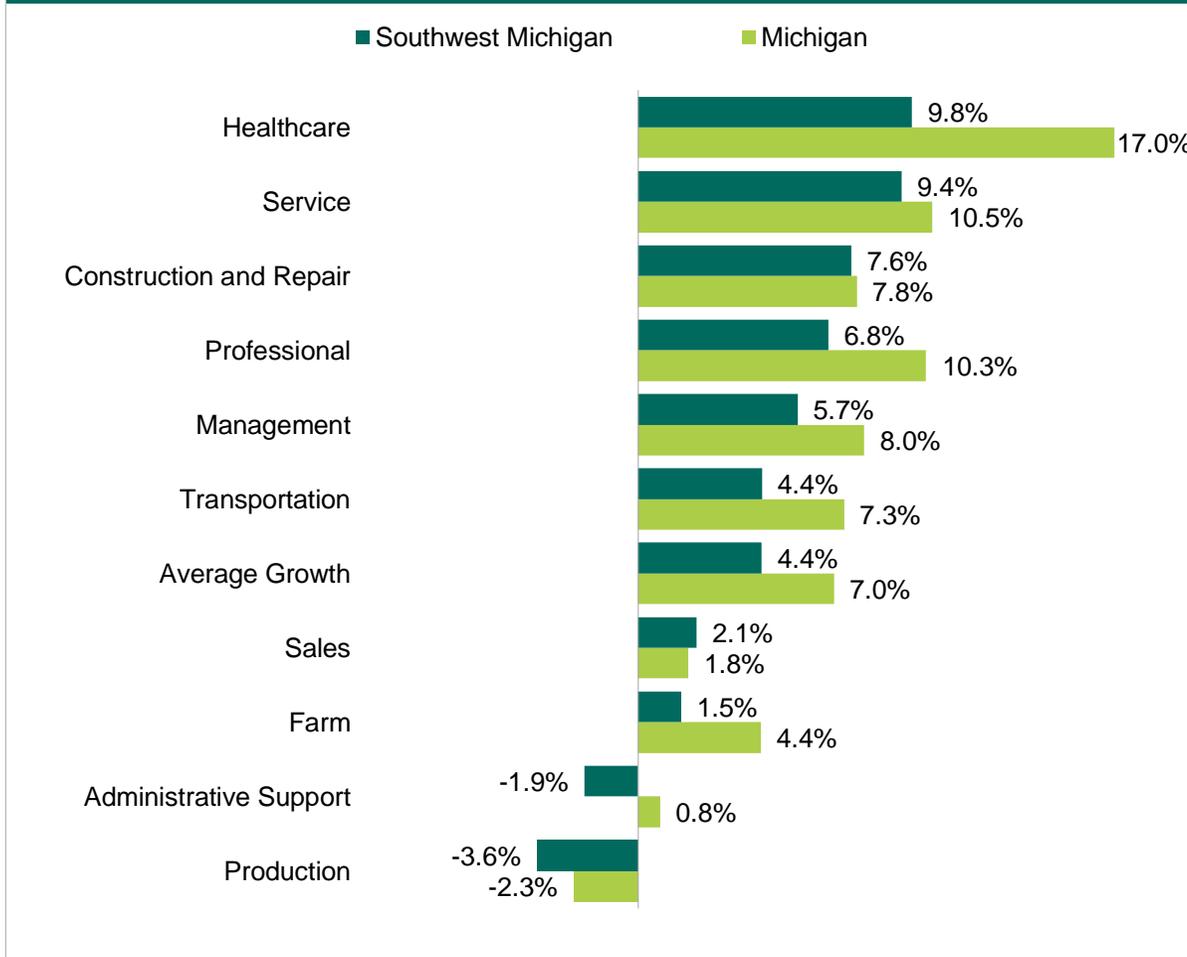


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

## Southwest Michigan continues to show higher shares of *Production* and *Service* jobs than the state by 2026.

- The overall occupational employment in Southwest Michigan is projected to expand by 4.4 percent (+14,790) between 2016 and 2026. This is slower than the 7 percent statewide projected growth rate. **(Figure 19)**
- *Service* will continue to be the largest occupational group with 18 percent of total jobs in 2026 (same share in 2016), about 1 percentage point above the share of this group statewide. The above-average share of *Production* jobs in Southwest Michigan is mainly linked to the importance of *Manufacturing* in the region. **(Figure 19)**

## PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2016–2026)

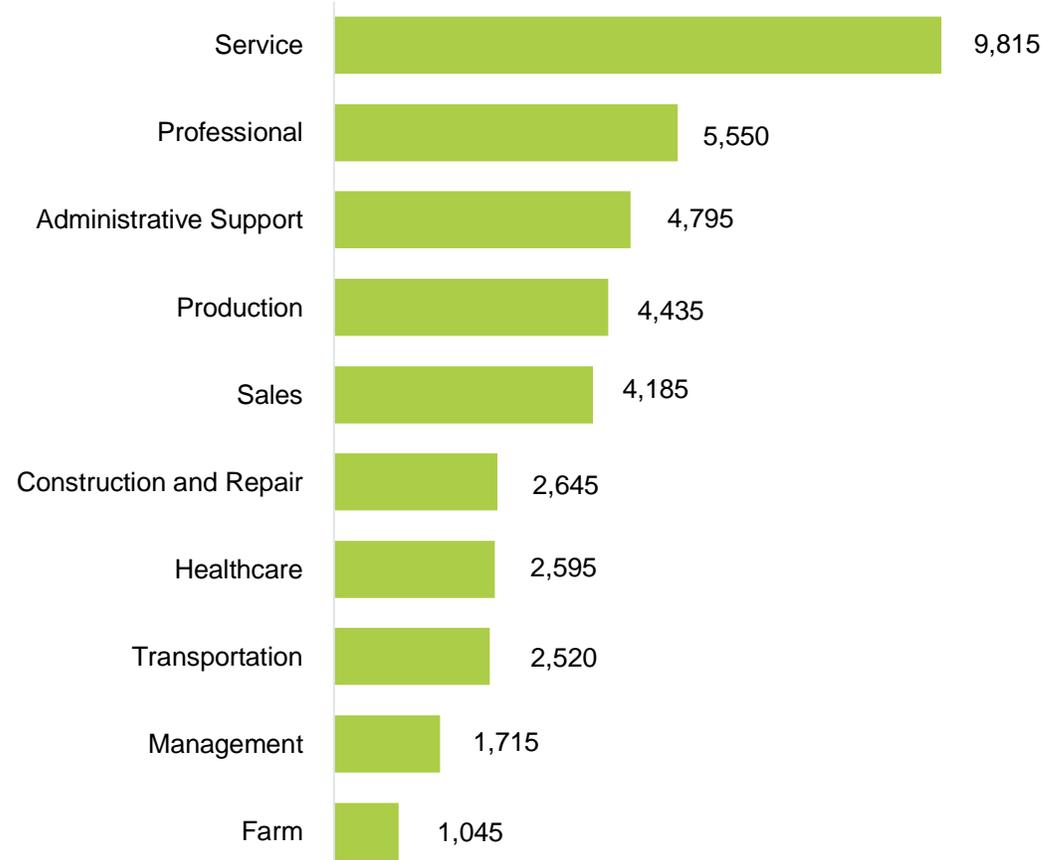


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

**Eight of the region's 10 broad occupations are projected to improve through 2026, but at lower rates than the statewide averages.**

- Employment in *Healthcare* is projected to advance by about 3,000 (+9.8 percent), while over 5,500 additional careers will be created in *Service*.
- Although with large employment bases of over 40,000 each, *Administrative support services* (e.g., *Secretaries, Clerks*) and *Production* occupations (example: *Machinists, Team assemblers*) are projected to contract through 2026. *Production* is also the only group forecast to decline statewide. **(Figure 19)**

## PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2016–2026)

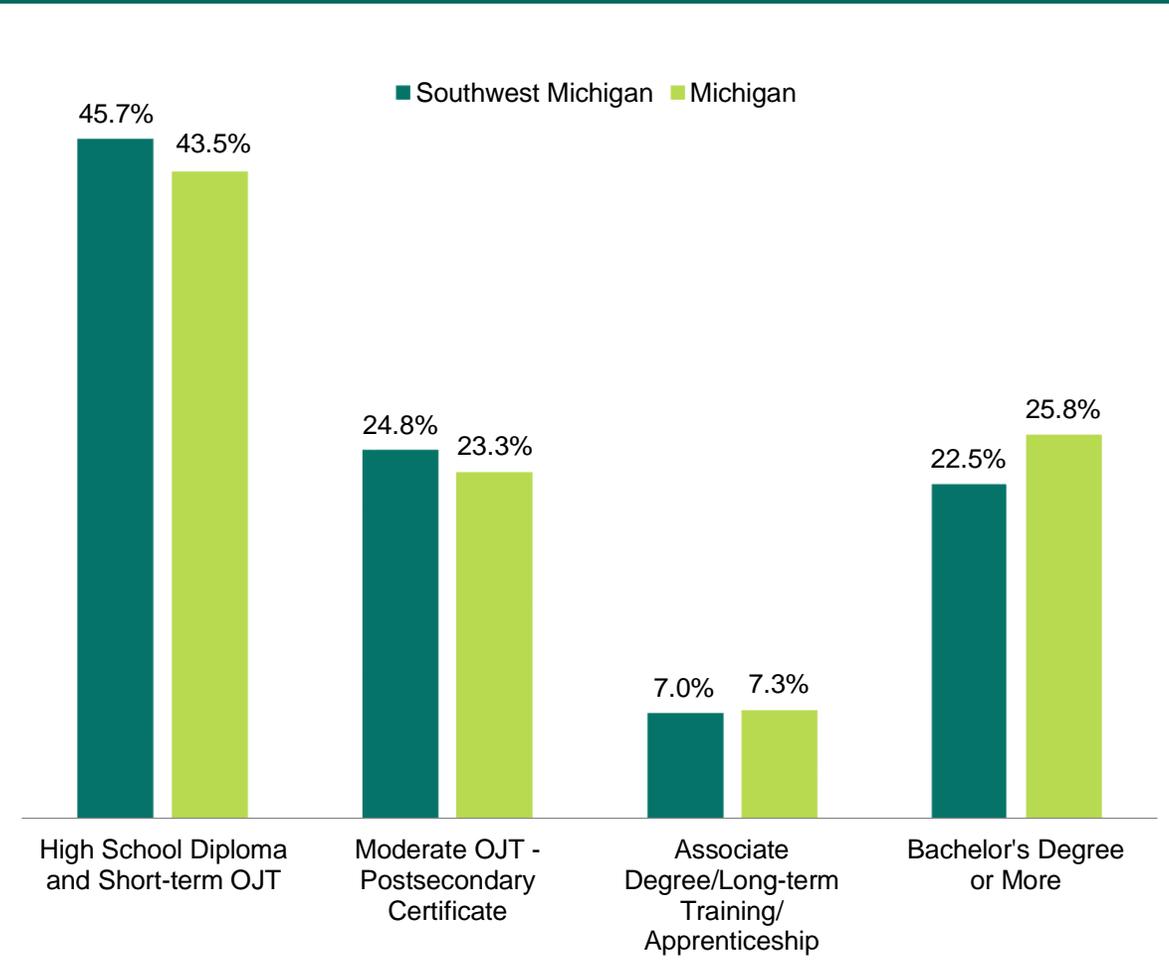


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

## Occupations with a large employment base will continue to create more openings out of a need to replace workers.

- Because of a need to replace workers who are retiring or otherwise exiting or transferring an occupation in the area, the largest groups are projected to see the most annual openings through 2026.
- *Service* occupations, the largest occupational group in the region with an employment base of about 64,800 in 2026, are expected to see the highest number of annual openings— a little over 9,800. They are followed by *Professional* with 5,550 jobs created each year. **(Figure 20)**

## PROJECTED 2026 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)

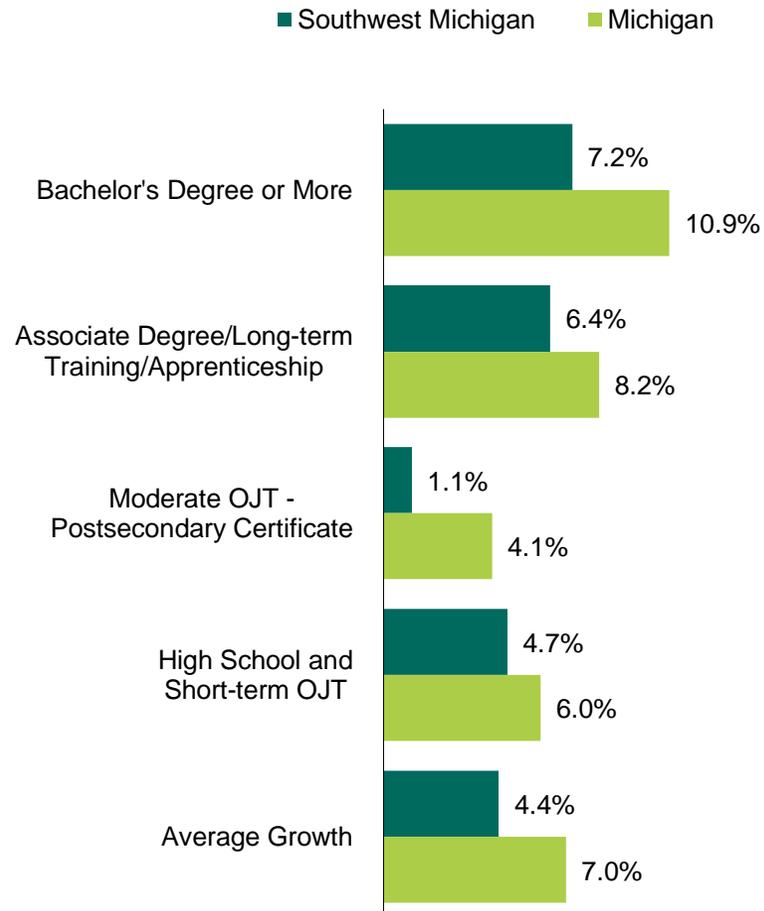


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

## The distribution of jobs by educational attainment in Southwest Michigan mimics the statewide spread.

- By 2026, close to 46 percent of area's jobs (43 percent statewide) will need only a high school diploma or less, with short-term or no on-the-job training. These occupations have a large employment base and will create jobs through the need to replace workers. Many service careers, such as *Waiters*, fall in this category.
- Similarly, close to a quarter of jobs in the area (over 1 percentage point above the state rate) will require some moderate OJT or a postsecondary certificate (e.g., *Heavy truck drivers*).
- The share of jobs requiring a bachelor's degree or higher in the area is about 3 percentage points below state average.

## PROJECTED 2026 OCCUPATIONAL GROWTH BY EDUCATION

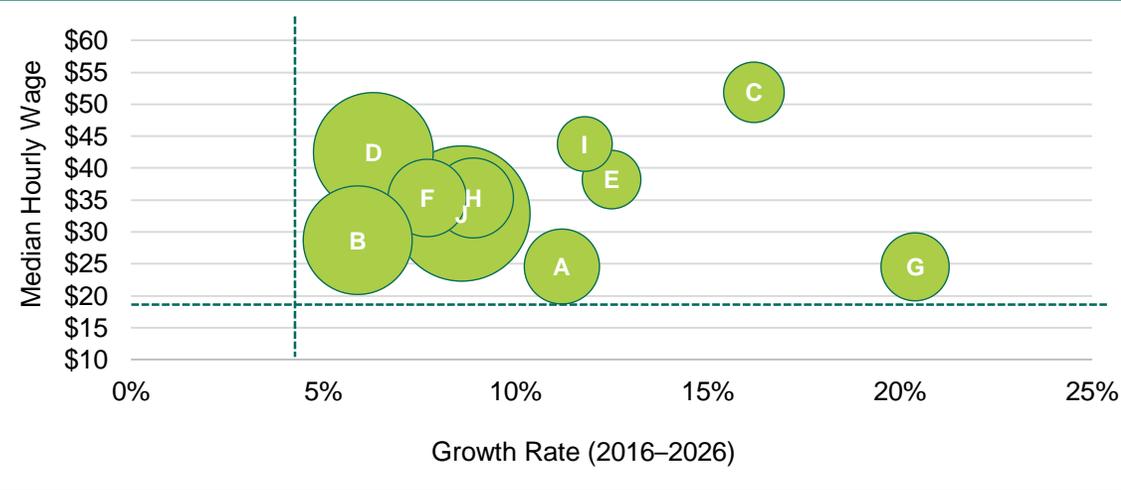


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

**Southwest Michigan displays slower long-term projected growth compared to the state overall in every educational group.**

- Occupations requiring a bachelor's degree or higher and those demanding a long-term OJT or an apprenticeship to an associate degree are projected to exceed the regional average growth rate through 2026, expanding by 6,600 positions or about 7 percent over the period. Statewide, careers calling for at least a bachelor's degree are projected to expand by about 11 percent and those needing a long-term OJT or an apprenticeship to an associate degree by 8 percent.

## HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE



Dotted lines mark the regional average projected growth rate (4.4 percent) and the median wage (\$17.01)

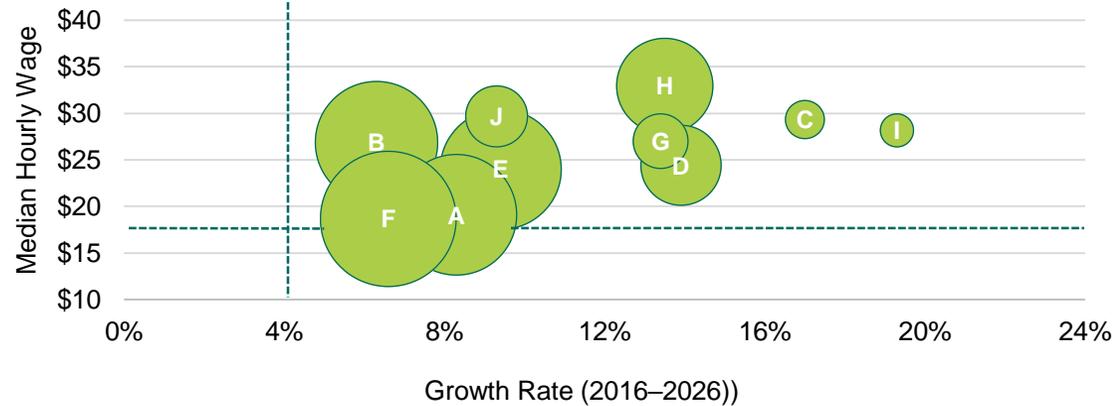
<b>A</b>	Child, Family, and School Social Workers	<b>F</b>	Management Analysts
<b>B</b>	Elementary School Teachers, Except Special Education	<b>G</b>	Market Research Analysts and Marketing Specialists
<b>C</b>	Financial Managers	<b>H</b>	Mechanical Engineers
<b>D</b>	General and Operations Managers	<b>I</b>	Medical and Health Services Managers
<b>E</b>	Industrial Engineers	<b>J</b>	Registered Nurses

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Many jobs requiring a bachelor's degree or beyond in the region are projected to be in high demand and to pay well.

- Most high-wage, high-demand occupations requiring a bachelor's degree or more in Southwest Michigan are in *Professional* careers (e.g., *Accountants, Engineers*), health sciences (example: *Registered nurses*), management, and social work.
- Jobs in this category are projected to grow the fastest through 2026 and display higher pay scales than any other occupations. Levels of pay are directly correlated with the level of formal education and/or the length of job training or apprenticeship. **(Figure 23)**

## HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST AN ASSOCIATE DEGREE OR LONG-TERM TRAINING



Dotted lines mark the regional average projected growth rate (4.4 percent) and the median wage (\$17.01)

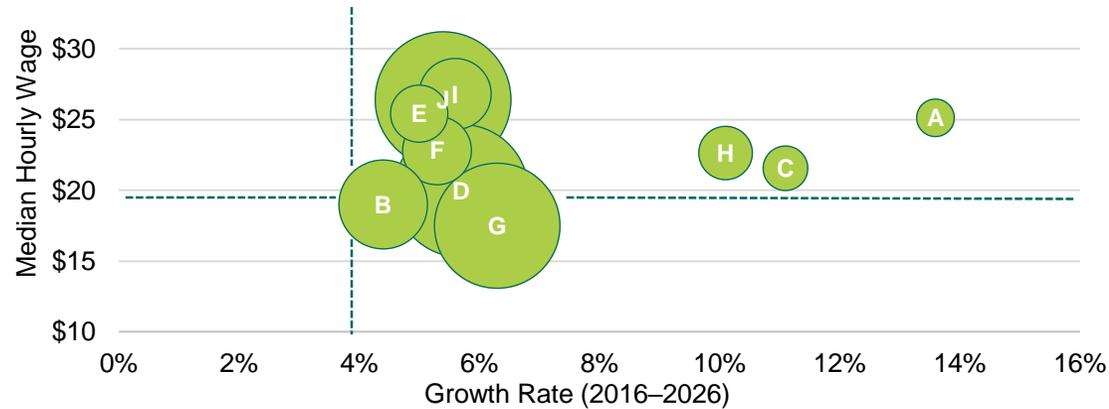
<b>A</b>	Carpenters	<b>F</b>	Machinists
<b>B</b>	Electricians	<b>G</b>	Physical Therapist Assistants
<b>C</b>	Engineering Technicians, Except Drafters, All Other	<b>H</b>	Plumbers, Pipefitters, and Steamfitters
<b>D</b>	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	<b>I</b>	Respiratory Therapists
<b>E</b>	Industrial Machinery Mechanics	<b>J</b>	Sheet Metal Workers

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

The area's high-demand, high-wage jobs requiring an associate degree, long-term training, or apprenticeships are mostly in skilled trades.

- High-wage, high-demand occupations in Southwest Michigan requiring an associate degree, long-term training, or apprenticeships are dominated by professional trades (*Electricians, Plumbers, pipefitters, and steamfitters, Machinists, HVAC and refrigeration mechanics and installers, Carpenters, etc.*).
- Some of these careers display a large employment base (*Machinists*), while others are projected to grow above average (*Respiratory therapists*). **(Figure 24)**

## HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING



Dotted lines mark the regional average projected growth rate (4.4 percent) and the median wage (\$17.01)

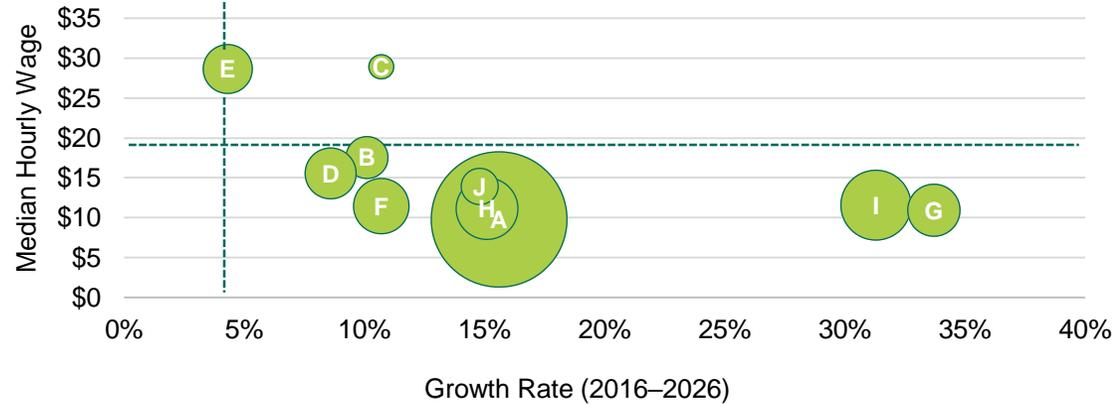
<b>A</b>	Aircraft Mechanics and Service Technicians	<b>F</b>	Licensed Practical and Licensed Vocational Nurses
<b>B</b>	Automotive Service Technicians and Mechanics	<b>G</b>	Maintenance and Repair Workers, General
<b>C</b>	Cement Masons and Concrete Finishers	<b>H</b>	Operating Engineers and Other Construction Equipment Operators
<b>D</b>	Heavy and Tractor-Trailer Truck Drivers	<b>I</b>	Police and Sheriff's Patrol Officers
<b>E</b>	Insurance Sales Agents	<b>J</b>	Sales Rep., Wholesale and Manu., Exc. Tech. and Sci. Prod.

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

**Most high-wage, high-demand careers calling for a postsecondary certificate or moderate training display growth rates below the state average.**

- Jobs in this category are concentrated in construction (*Highway maintenance workers*), services (*Police and sheriff's patrol officers*), and sales (*insurance sales agents*).
- Seven of the top 10 high-demand careers in this category display growth rates that are below the projected statewide average of 7 percent. **(Figure 25)**

## HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING



Dotted lines mark the regional average projected growth rate (4.4 percent) and the median wage (\$17.01)

<b>A</b>	Combined Food Preparation and Serving Workers, Including Fast Food	<b>F</b>	Helpers—Production Workers
<b>B</b>	Construction Laborers	<b>G</b>	Home Health Aides
<b>C</b>	First-Line Supervisors of Construction Trades and Extraction Workers	<b>H</b>	Maids and Housekeeping Cleaners
<b>D</b>	First-Line Supervisors of Food Preparation and Serving Workers	<b>I</b>	Personal Care Aides
<b>E</b>	First-Line Supervisors of Production and Operating Workers	<b>J</b>	Social and Human Service Assistants

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

## Most high-demand occupations requiring a high school diploma or equivalent and short-term training pay below regional average .

- Careers in this category in Southwest Michigan are predominantly in services. Examples include *Food preparation and serving workers and supervisors, Home health aides, and others.*
- Although in high demand, most careers in this group pay below the regional all-occupation average wage of \$17.01 in 2018. For example, the occupations of *Home health aides and Personal care aides* are projected to grow by over 30 percent by 2026 but pay less than \$12 an hour in 2018. **(Figure 26)**